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[0013] In FIG. 1, numeral "1" is, for example, a poster (this may be an electronic bulletin board) that is set in the train stations or shops and that shows some sort of advertisement information (images and words (including URL, and further including predetermined text information, which will be described later)). Numeral "2" is a communication device provided in the proximity of the poster 1 (in this example, it will be provided at the upper edge of the poster). Numeral "3" is a portable terminal, and this portable terminal is owned by an individual who intends to receive the information by means of the present invention, which will be described later. Numeral "4" is a portable terminal such as a PDA having communication means, a mobile phone, or a PHS, and is used as a substitute for the portable terminal 3.

[0014] Numeral "5" is the Internet, and numeral "6" is an information provision server on the Internet 5. The information provision server 6 receives the data transmitted from the communication device 2 via the Internet 5. The information provision server 6 is comprised of a computer system capable of transmitting and receiving information via the Internet. Numeral "7" is a mail server on the Internet 5. Numeral "8" is an information terminal that can be connected with the Internet 5 (the above-mentioned Internet Service Provider), and this information terminal 8 is normally owned by an individual who intends to receive the information by means of the present invention, and is, for example, a communication device such as a modem, or a personal computer with a display.

[0015] The basic operations of the present system are as follows.

[0016] That is, if a person A passes by the place at which the poster 1 is set, sees the advertisement information displayed on the poster 1, and then wants further detailed information, the person A pushes a button on the portable terminal 3 or the portable terminal 4 that are directed to (the communication device 2 of) the poster 1 (hereinafter, this is also referred to as a kicking operation). Accordingly, the unique ID transmitted from the portable terminals 3 or 4 is received at the communication device 2, and is transmitted to the information provision server 6

via the Internet 5 together with the identification information that identifies the displayed advertisement information on the poster 1 in the communication device 2. The information provision server 6 transmits the detailed advertisement information corresponding to identification information to (mail server 7 of) a mail address of the account which the above-mentioned person A has, via the e-mail. The above-mentioned person A goes home, then access the Internet by operating the information terminal 8, and then access his/her mail account, thereby obtaining the detailed advertisement information transmitted from the above-mentioned information provision server 6.

[0017] As described in the above, only by seeing the poster 1 and simply pushing the button of the portable terminal 3, the detailed information that can not be acquired only by seeing a poster can be viewed in a relaxed way with an e-mail at any convenient time. For example, after returning from a destination to home or the office, etc., it can be viewed without forgetting it (since the information has been sent via the e-mail).

[0018] It is necessary to register (obtain) a unique ID and a mail address into (a memory in) the information provision server 6. As a way of registration, for example, a registration process is published on the Web page in the Internet that is managed by a person who manages the information provision server 6, and then a registration candidate operates the applicable information terminal in order to access the Web page via the Internet, thereby obtaining an unique ID by following a predetermined procedure indicated in the page and registering the unique ID and the mail address. Furthermore, at this registration, or at anytime after the registration (in a similar manner), a preferred keyword of the registration candidate (for example, something related to hobby or taste) may also be registered. The acquired unique ID is stored in an internal memory by operating an operation unit (this will be described later) in the case of the portable terminal 3. It is similar in the case of a PDA (portable terminal 4). In a mobile phone or a PHS device (portable terminal 4), a combination of a predetermined number of numerals may be applied as a unique ID, and it is called by inputting this unique ID at a kicking operation. The unique ID may be unique to the portable terminal 3 (which is preliminarily stored in a memory of the portable terminal 3 and 4), and in this case, that unique ID and the mail address can be registered as described in the above.

[0019] Furthermore, the identification information and the detailed advertisement information corresponding to the identification information are also preliminarily registered into (a memory of) the information provision server 6. This registration can be performed by a well-known method of registering information into a server, for example, by operating an applicable information terminal via the Internet.

[0020] FIG. 2 shows a specific block configuration of the communication device 2, and it is fundamentally constituted by a computer system including means for communicating with the portable terminals 3 or 4 and means for transmitting/receiving information by connecting to the Internet (directly or via an Internet Service Provider, or alternatively, via a cable or wireless network).

[0021] In FIG. 2, numeral "9" is a CPU for controlling the operations of the entire communication device, and numeral "10" is a ROM that stores a program for executing the CPU 9. Numeral "11" is a RAM for providing a working area of the CPU 9 (a temporary storage area for the transmission/reception data between a reception unit and the connection unit, and a temporary storage area for the display data onto a display device). Numeral "12" is a communication unit having a reception unit which receives the signal from the portable terminal 3, and the received data received by this reception unit from the portable terminal 3 is temporarily stored in the RAM 11. Numeral "13" is a connection unit for connecting to the Internet (directly or via an Internet Service Provider, or alternatively, via a cable or wireless network). The connection unit 13 transmits the data to be transferred to the information provision server 6, either regularly or every time receiving a signal from the portable terminal 3, to the Internet, thereby providing the data to the information provision server 6. Furthermore, when necessary, the connection unit 13 receives a signal from the information provision server 6, either regularly or when transferring a signal to the information provision server 6.

[0022] Numeral "14" is a display unit that is provided as necessary, having a required number of LED (light-emitting diode). Such a unit may be provided when the poster 1 is something that can be electrically controllable such as an electronic bulletin board (that is, image display such as an electronic bulletin board is controlled by the CPU 9).

[0023] The reception unit in the communication unit 12 has a reception unit of an infrared radiation in order to deal with the case that a signal from the portable terminals 3 or 4 is an infrared radiation. Furthermore, in order to deal with the case that a signal from the portable terminals 3 or 4 is a radio wave signal, the reception unit in the communication unit 12 has a reception unit for a radio wave signal. The reception unit may have either one of the above-mentioned two reception unit. The basic configuration of a reception unit is described in the above, and as described later, but there may be several kinds of other applicable possibilities depending on how the advertisement information on the poster 1 is displayed.

[0024] FIG. 3 shows a specific block configuration of the portable terminal 3, and this portable terminal 3 operates with a battery being a power supply. The portable terminal 3 has, for example, an IC card-like appearance and size, but the appearance or size is arbitrary as far as it is in a state convenient for carrying or storage. In FIG. 3, numeral "15" is a CPU for controlling the operations of the entire portable terminal 3, and numeral "16" is a ROM that stores a program for executing the CPU 15. Numeral "17" is a RAM for providing a working area of the CPU. Numeral "18" is a communication unit having a transmission unit that transmits a unique ID stored in the ROM 16 or the RAM 17 (that is, this unique ID is unique to the terminal 3 or a user who operates the terminal 3) via an infrared radiation or a radio wave. Numeral "19" is a display device such as an LCD, and numeral "20" is an operation unit having a required number of buttons or ten keys. For example, a signal indicating the unique ID is transmitted from the communication unit 18 by pushing a predetermined button on the operation unit.

[0025] The basic configuration of the a operation unit is described in the above. As it will be described later, by using a advanced program, it may be configured such that a menu is displayed by pushing a predetermined button on the operation unit 20, and that a certain signal (for example, a signal indicating "Yes" or "No") in accordance with the menu is transmitted from the communication unit 18 by pushing a certain button on the operation unit 20 or an automatic kicking operation (which will be described later) may be selected (set).

[0026] Every time receiving a signal from the communication device 2, the

information provision server 6 transmits the detailed advertisement information corresponding to the received identification information to (the mail server 7 of) the mail address of the account corresponding to the simultaneously received unique ID.